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TITLE: METHOD AND DEVICE FOR DISPLAYING ADVERTISEMENT MESSAGE FOR CUSTOMER
BY USING SALES MANAGEMENT TERMINAL EQUIPMENT

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ABSTRACT:

PROBLEM TO BE SOLVED: To obtain a method for displaying an advertisement message for a customer by using a sales management terminal equipment by retrieving sales information included in a corresponding user's profile when a user previously uses a sales management terminal equipment, and displaying an advertisement message on a display monitor based on the information.

SOLUTION: This method comprises a step for retrieving sales information included in a corresponding use's profile when a user previously uses a sales management terminal equipment and a step for displaying an advertisement message on a display monitor based on the sales information of the user's profile. In this system, a customer's information terminal 17 communicates with a central server 42 for retrieving the user's profile related with the customer while product information requested by the customer is retrieved. Then, the user's profile is used for preparing an order-made advertisement message in a video message format displayed on the marketing part of the customer's information terminal 17.

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